

# FSC-152-B

ROU Brief - 10/15/97

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AJ/MC/PC/PRC/SC

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### ➔ DORAL 2 Pack Discount Cards (Contact: Sharon Reid, #2584)

- DORAL 2 Pack Discount Cards #522011 (100/SKU) available for order.
- Item will be discontinued once inventory is depleted.

### ➔ WINSTON Period 1 Banners (Contact: Floyd Cook, #3466)

Item #	Description
528173	9' x 3' Naked Banner
528182	5' x 3' Naked Banner

Banners are on open order until inventory is depleted.

### ➔ Mail Attachments Saved to the LAN "M" Drive (Contact: Chris Minner, #1642)

- ROU clients currently saving remoteware mail attachments to the LAN "M" drive need to:
  - Change default attachment directory in remoteware mail to the "C" hard drive in your computer. If there are questions concerning this procedure, please contact the Sales Hotline.
  - If you have attachments saved to "M" drive, move documents from "M" drive to "C" drive on your computer.
- Any attachments found on the LAN "M" drive after October 31 will be deleted.

### ➔ Availability Special Order "Sticker" - Commodity #532022 (Contact: Colin Uffindell, #1367)

- A "Special Offer" sticker is now available for our Monarch Guns.
- Item #532022

### ➔ Consumer Requests for WINSTON Box Styles (Contact: Lucinda Sheer, #2619)

- Consumer Relations has been receiving an increasing number of calls concerning the lack of product availability, especially WINSTON Box styles and Select styles. These consumers want to buy Winston and can't find the brand style they prefer.
- It is very important that these steps be taken:
  1. Consumer Relations will contact the appropriate ROU with the consumers name, address and phone number along with the brand style they are looking for. Sales will be asked to obtain product availability on that brand style at nearby stores and/or identify stores in the consumer's area that already sell the style.
  2. Field Sales then needs to contact the consumer with the information.
  3. After the consumer has been contacted, field sales then needs to e-mail our Consumer Relations department describing what has been done so that that consumer's file can be updated. These consumers will often call back time and time again, it is necessary that the consumer relations rep knows that we have followed through. They can also reinforce where the brand style can be purchased.
- Positive reinforcement with the retailer to reorder appropriate quantities of Winston in the right brand style mix will enhance our ability to grow the brand. Winston box styles are selling!!

### ➔ Sales Materials System (Contact: Kay Adams, #7107)

The Sales Materials System (SMS) will be down for year 2000 maintenance the weekend of October 25 and 26.

### ➔ SMS Future Orders (Contact: Andi Bellis, #3628)

- Effective Friday, October 17, SMS Future Order Entry will offer the option of holding all inventory until backorders are filled or shipping what is available on the future order date. This enhancement will provide consistent options for filling all orders.

### ➔ Company Vehicles - 1998 Insurance Cards

- (Contacts: Robin Blakley, #6047, Lu Ann Boles, #6034, Jan Faries, #3044)
- 1998 Insurance cards from our broker, Willis Corroon Corporation of New York, will be mailed to Region Operations Managers and should be received by December 8, 1997. Minimum extra supply will be included in initial shipment. Materials Coordinators should distribute and maintain extra supply as outlined in their reference manual.
  - The generic statement indicated on the cards has been approved by the state and should not be altered. If you experience any problems with state acceptance, please contact your Fleet Coordinator immediately.
  - Following states require two cards per vehicle: AR, AZ, CA, CT, FL, GA, MI, MN, NE, NV, NY, OH, OK, RI.
  - If you have not received your cards by mid-December, please notify your Fleet Coordinator.

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